

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 480879 /		<u>Alt Order #</u> 06180308
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/05/12 - 10/11/12		<u>Estimate #</u> 2602
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	KVVU	10/08/12	10/08/12	MORE Access	6-7pm		:30			NM	2	\$5,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	2-----				2	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	M-----	:30		\$235.00	NM		
		See MG 23.3										
	3	KVVU	10/10/12-10/10/12	The X Factor	The X Factor	---W-----	:30		\$4,820.00	NM		
		Ⓜ MG for 34.1,57.1,23.2										
N 34	KVVU	10/07/12	10/07/12	NFL Early Game	NFL Early Game		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$4,350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	NFL Early Game	NFL Early Game	-----Su	:30		\$4,350.00	NM		
		See MG 23.3										
N 57	KVVU	10/09/12	10/09/12	MORE Access	6-7pm		:30			NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-2-----				2	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	-Tu-----	:30		\$235.00	NM		
		See MG 23.3										
<b>Totals</b>											<b>129</b>	<b>\$89,115.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	129	\$89,115.00	\$75,747.75
<b>Totals</b>	<b>129</b>	<b>\$89,115.00</b>	<b>\$75,747.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6180308 TRF# 480879 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 16.24  
 \*\*\* KVVU-TV \*\*\* \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NRCC-IE REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6180308 CLASS: NATL. LOCAL REGIONAL  
 PRDCT NRCC IE 2012 EST#2602 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT5/12 OCT11/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT8/12 16.24

REP: TO ROSE  
 FR NIKKI  
 OK'D M7 SEE LINE 86  
 TOTAL SAME  
 PLS CNF THANKS

STA:  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

AGENCY ADVERTISER CODE = 155  
 AGENCY PRODUCT CODE = 426  
 AGENCY EST# = 2602

23	S		600P-700P	30		\$235.00	10/8	10/8	1		MON	1
PROGRAM : MORE ACCESS RA35-64 : 1.1 CON COM1 : MORE ACCESS												

34	S		1000A-100P	30		\$4,350.00	10/7	10/7	0		SUN	0
PROGRAM : FOX NFL SU-GM1 RA35-64 : 7.2 CON COM1 : FOX NFL SU-GM1												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

86	A		800P-1000P	30		\$4,820.00	10/10	10/10	1		WED	1
PROGRAM : X FACTOR RA35-64 : 7.2 ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT7 ON LINE-34 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT8 ON LINE-23 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT9 ON LINE-57 FOR 1 SPOT/WK												

57	S		600P-700P	30		\$235.00	10/9	10/9	1		TUE	1
PROGRAM : MORE ACCESS RA35-64 : 1.1 CON COM1 : MORE ACCESS STATION MAKEGOOD OFFERS: M7 OK'D BUY#34 MISSED: SUN/1000A-100P OCT7 30S \$4,350.00 (OCT8/12) BUY#23 MON/600P-700P OCT8 30S \$235.00 BUY#57 TUE/600P-700P OCT9 30S \$235.00 OFFER: WED/800P-1000P OCT10 30S \$4,820.00 PLS ADVISE. CMT: SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												

OCT/12 89115.00 CONTRACT TOTAL 89115.00  
 TOTAL SPOTS 129

MARKET TOTALS \$405,068 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE